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Contact: Wendy White, (303) 239-4119, wendy.white@state.co.us

Workshop Helps Companies Learn How to Market Local Products

LAKEWOOD, Colo.— The entrepreneurial spirit in Colorado continues to grow and new food manufacturing companies are popping up across the state. An educational workshop on Thursday, September 19, will help food manufacturers market their locally made products. The workshop is from 8am to 5pm at the Jefferson County Fairgrounds, Exhibit Hall, 15200 W. 6th Ave., Golden, Colo.

“Our goal is to help Colorado’s food companies market their products,” said Wendy White, Marketing Specialist for the Colorado Department of Agriculture. “The workshop is designed to help new and existing businesses fine tune their marketing skills.”

The one-day workshop features practical advice from professionals covering a variety of topics such as rules and regulations, brand building, working with retailers, and more. In addition to the presentations, participants also have an opportunity to learn from their peers by networking with representatives from other food processing companies.

“The Jefferson County Business Resource Center has been helping local businesses for years, and we are excited to co-sponsor such a great workshop,” said Jayne Reiter, Executive Director of the Jefferson County Business Resource Center. “The workshop agenda includes speakers who will encourage food-related entrepreneurs to aim for success.”

Speakers include David Hooker, Jefferson County Public Health Department; Martha Sullins and Dawn Thilmany McFadden, Colorado State University Extension; Julie Bush and Rebekah Spetnagel, On The Menu; Jesse Stubbs, Pappardelle's Pasta Co.; Justin Park, The Real Dill; Bob McNamara, Columbine Specialty Products; Alan Ramirez, Colorado Enterprise Fund; John Recca, BrandWerks Group; Kristen Tetrick, Lucky's Market; Debbie Knapp, Natural Grocers by Vitamin Cottage; Jerry Gittelman, Costco; and Courtney DeWinter, DeWinter Comm.

The registration fee is \$35 per person before September 6 and \$45 after the deadline. Registration includes the program, workshop materials, continental breakfast and lunch. Pre-registration is required, and processing fees for electronic checks and credit card orders apply.

For more information or to register, visit www.coloradoagriculture.com or contact Shaina Knight at (303) 239-4371. The workshop is sponsored by the Colorado Department of Agriculture and Jefferson County Business Resource Center.

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